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Bib Data Sheet

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| <b>SERIAL NUMBER</b><br>09/606,400  | <b>FILING DATE</b><br>06/29/2000<br><b>RULE</b> -  | <b>CLASS</b><br>348           | <b>GROUP ART UNIT</b><br>2613   | <b>ATTORNEY DOCKET NO.</b><br>PHA-23.761 |
| <b>APPLICANTS</b><br>William Palmer Lord, Fishkill, NY ;<br>Nicholas Joseph Mankovich, Yorktown Heights, NY ;<br><b>** CONTINUING DATA *****</b> <del>60/151,037</del> <i>BS</i><br><b>** FOREIGN APPLICATIONS *****</b> <i>None</i><br><b>IF REQUIRED, FOREIGN FILING LICENSE GRANTED ** 10/12/2000</b> -  |  |                               |   |  |
| Foreign Priority claimed <input type="checkbox"/> yes <input checked="" type="checkbox"/> no<br>35 USC 119 (a-d) conditions met <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance<br>Verified and Acknowledged <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> Met after Allowance<br>Examiner's Signature _____ Initials _____ |  | <b>STATE OR COUNTRY</b><br>NY | <b>SHEETS DRAWING</b><br>5  | <b>TOTAL CLAIMS</b><br>29                |
| <b>INDEPENDENT CLAIMS</b><br>3  |  |                               |   |  |
| <b>ADDRESS</b><br>Corporate Patent Counsel<br>U S Philips Corporation<br>580 White Plains Road<br>Tarrytown ,NY 10591   |  |                               |   |  |
| <b>TITLE</b><br>Closed loop addressable advertising system and method of operation  |  |                               |   |  |
| <b>FILING FEE RECEIVED</b><br>852   | <b>FEES:</b> Authority has been given in Paper No. _____ to charge/credit DEPOSIT ACCOUNT No. _____ for following: |                               | <input type="checkbox"/> All Fees<br><input type="checkbox"/> 1.16 Fees ( Filing )<br><input type="checkbox"/> 1.17 Fees ( Processing Ext. of time )<br><input type="checkbox"/> 1.18 Fees ( Issue )<br><input type="checkbox"/> Other _____<br><input type="checkbox"/> Credit |  |